

ranked “ideal match” would always be at the 100<sup>th</sup> percentile if limited to the search parameter sample. However, when compared to the norm group sample it may only be at the 55<sup>th</sup> percentile (See Table 5).

A similar methodology would be employed to obtain the percentile scores for each scale and all possible combinations of scales. That is, norm groups for each gender would be obtained that define the percentile ranks for the correlation coefficients of 1000 individuals initially for each of the 16 scales and each possible combination of scales. The preferred embodiment would not limit the searches for the “ideal match” by identifying or demographic data.

Norm group data that consists of correlation coefficients and corresponding percentiles for the entire compatibility questionnaire, each scale and all possible combinations of scales for each gender would be retained and added to as new members are added to the dating service. The norm group information would be updated periodically in order to report percentile information to users that is most accurate.

The invention has been shown and described with reference to the preferred embodiments thereof. However, it will be understood by those skilled in the art that various changes in form and details may be made therein without departing from the spirit and scope of the invention. The present invention should only be limited by the following claims and their legal equivalents.